

ABSTRACT

In accordance with the invention, a method for establishing an electronic convention comprising providing a central server programmed with convention software adapted to register participants to a convention over a publicly accessible or privately accessible computer network, make available over the publicly accessible or privately accessible computer network information of interest to the participants to the convention, and receive information from the participants over the publicly accessible or privately accessible computer network. A plurality of screens are provided to participants from the central server, at least one of the screens including a hyperlink which may be clicked on to transfer traffic to a second server other than the central server, the second server performing at least one convention function.